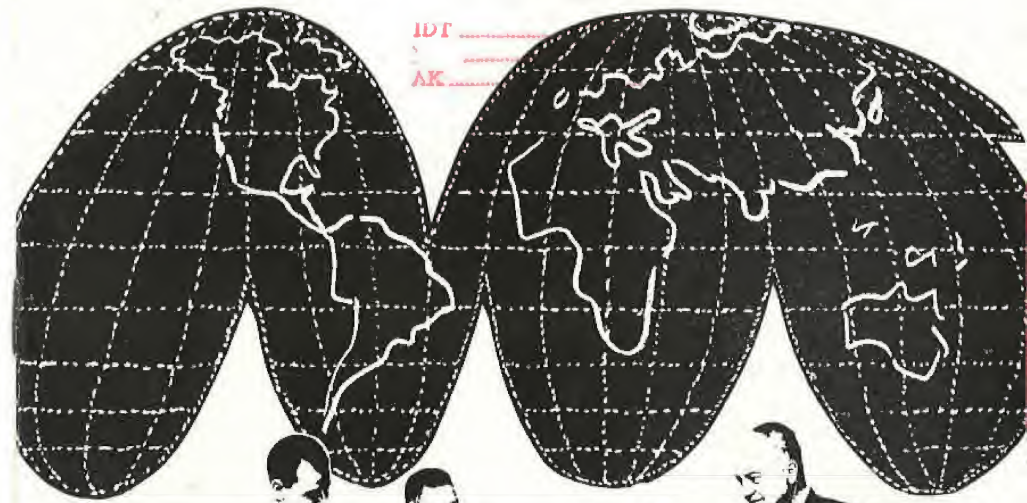


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# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

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# Shoptalker

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## COVER STORY

A company is as big as its market. Parker, world in scope, must maintain a constant vigil to assure world leadership. That's the job of the International Management Staff, a group mentioned on our cover. From left are Howard Kesinger, Alfred Diotte, Philip Hull, Frank Matthay, Earl Best, and Chester Holloway. Not shown are Norman Byford, foreign operations v.p., and Richard Holznecht, public relations director who joined IMS recently.

# MARKET

## An insight into the

The world, in the corporate eyes of The Parker Pen Company, is a vast market place where trade among nations is an everyday necessity. There is, in fact, a strong belief that the key to world peace lies solely in two-way trade with other nations, with an advantage and profit at both ends!

Through conscientious practice of what is preached, foreign trade has become an integral part of Parker Pen. A steady searching of the world for new customers has been policy since the early days of company history.

The founder, George S. Parker, began these odyssean ventures. He traveled for 30 years into markets then virginal and underdeveloped. Kenneth Parker has made 39 long trips abroad. Frank W. Matthay, IMS sales and advertising vice president, has circled the globe three times in 30 years and has made over 40 individual trips to Europe and South America. Continuing this pattern, Daniel Parker, executive vice president, and George Parker, director of foreign sales, have each made several

# PLACE: WORLD

## international management staff

trips to Europe in recent years.

The globalism of Parker Pen is reflected in its administrative organizational structure also. The eight men of the International Management Staff coordinate, assist and advise the various segments of the Parker business network abroad. Each is an expert in his field: manufacturing, finance, sales and advertising, law, product planning, administration, and public relations, the latter recently added.

One of the aims of the men of IMS is to investigate conditions for establishing manufacturing subsidiaries in other countries. Just recently, a Quink plant was established in Mexico City with the assistance and guidance of John Piekarski, an IMS assistant. These facilities are now producing Parker ink under the direction and supervision of the subsidiary company Parker Mexicana, S. A., headed by Stewart Skidmore.

IMS also seeks to establish policies and operating procedures for each subsidiary which are consonant with all others. Through such a system IMS would hopefully derive performance reporting procedures which are



nearly uniform and adaptable to charted reports to general management.

The men of the International Management Staff are not concerned solely with Parker's far-flung foreign operations. The acquisition of the writing division of Eversharp, Inc. was the result of their intensive effort.

(Continued)



(From Page 3)

IMS not only conducted preliminary investigation leading to the purchase but has subsequently assisted the organization of the new company at Arlington Heights, Illinois, to integrate operations of Eversharp in the U. S. and Canada. Additionally, they are assisting and advising in the reorganization of Eversharp, Ltd. of London and the modernizing of its operations. The goal, of course, is to re-establish the Eversharp name in the British market.

In all of these activities, travel is a key factor. Investigation requires personal contact and experience. Advising necessitates familiarity with problems. And as a result, IMS men and their assistants have become globe-trotters. Additionally, since time does not permit them to make every necessary visit, IMS obtains the services of those in other divisions of the company who travel abroad on business.

Since methods, procedures and general operating efficiency are keystones in any successful business operation, the experts of IMS bear a tremendous responsibility in the maintenance of The Parker Pen Company as world leader in the writing equipment industry.

Kenneth Parker summed it up recently when he wrote: "Today, Parker competes to hold its position as the world's largest manufacturer of writing instruments. Our market place has been the world, and for the moment, our pen is mightier than the rest. I say 'for the moment' because ours is a dynamic industry with competition vying for every market and every sale."



# YOUR DOODLES-- and what they mean to you

Part Two of a Special Series

by HELEN KING

"In recent years handwriting analysis has left the realm of the mystic arts and has grown in favor with psychiatrists as a diagnostic tool, a 'quickie' Rorschach, as it were, for the unconscious seems to shape the trail of ink we leave on paper in spite of copybook training and conscious control. And now, at last, the doodle is coming into its own as a respectable diagnostic tool . . .

"It would seem to have much to offer, for it is actually Rorschach in reverse. In it are combined the symbolic elements of the fantasy and the dream, yet it is an objective pictorial production made by the hands guided by the unconscious while the conscious mind is focused elsewhere. Thus it would seem that doodles provide unique opportunities for exploration of the hidden aspects of personality."

Helen King

## David Garroway

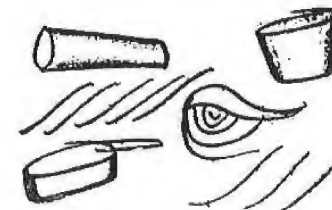
Happy-go-lucky, whimsical Dave Garroway has a most serious side to his nature—and his doodles have given him away! NBC's emcee of the early morning TV program "Today" indulges in firm, clean-cut strokes

and sturdy-looking gadgets.

All doodles seem to slant to the right, at some point; and all indicate a pickup of the people and conditions surrounding Dave at the time.

The television eye is looking skeptically at a "flying saucer," but the

DAVE GARROWAY



artist is almost unaware he has expressed his personal opinion!

The oscillating lines indicate the vibrations of the speaking voice being projected into a microphone. And the analysis?

Dave is analyzing, planning—even while announcing, interviewing and listening. The little ol' unconscious is always at work.



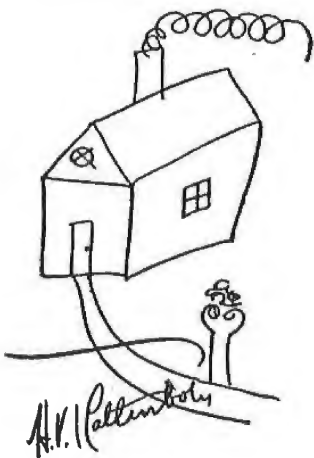
## Hans V. Kaltenborn

Hans V. Kaltenborn, dean of newscasters of the broadcast industry and a newspaper columnist, is one of those people whose conscious and unconscious are so allied that doodling is a rare event. But as the occasion arises he is apt to reproduce a "childhood drawing—the little red schoolhouse I used to go to."

Mr. Kaltenborn is fortunate in being able to recognize the origin of his doodle. His unconscious goes back to education, back to the roots where the little boy Hans learned to master the words and to analyze the power behind them. The school is symbolic of the academic training which produced the brilliant man of today.

It is coincidence that Mr. Kaltenborn is presenting a news program of the highlights of the past 50 years—while he is doodling the little red schoolhouse of 50 years ago?

H. V. KALTENBORN



SENATOR ESTES KEFAUVER



## Senator Estes Kefauver

Senator Estes Kefauver, Tennessee, draws a curious variety of doodles—games of ticktacktoe, faces, decorated words, and boxes. The ticktacktoe games are numbered, rather than x-ed or o-ed, and the plays in correct winning order are shown. A logical mind.

The profiles and head, not too happy, show a momentary depression when the Senator doodled. Something worried him with relation to people (rather than projects or objects).

The slender boxes, decreasing in size, tied together with a V, show a planner who gets to the heart of a subject, without letting go of any of the ideas involved in the process.

The Senator's own initial is represented. The words may refer to momentary conditions; the decorations thereon tell of the ability to hammer home a point.

## Dorothy Kilgallen

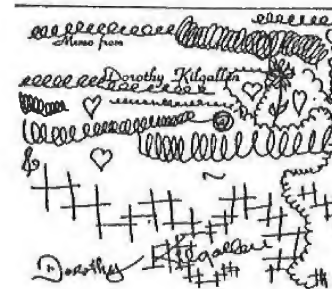
Hearts, flowers, circles and two musical clefs. Such is the doodle of

Dorothy Kilgallen, newspaper columnist, radio-television personality, submitted some time ago.

Hearts and flowers are drawn by those who are sentimental, and romantic. The numerous circular drawings enhance this still further. Miss Kilgallen, for all her rugged professional work, has retained her own femininity.

The little fences she scatters throughout the doodle show her fencing in, her holding in, her protection of her own primary interests, such as children, home and hubby.

DOROTHY KILGALLEN

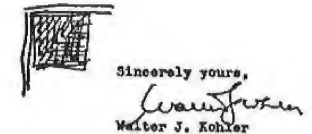


## Ex-Governor Walter J. Kohler

Ex-Governor Walter J. Kohler, Wisconsin, blocks off corners when he doodles. He tends toward angular and "boxy" doodles. The box and angular formation tells of analysis, construction, and a think-it-through trait.

Blocking off corners may be interpreted to mean that the Governor blocks off portions of his knowledge from the rest of the world. He retains thoughts, retains ideas, does not tell all he knows. He can be trusted to respect a confidence.

GOVERNOR WALTER J. KOHLER



SENATOR FRANK J. LAUSCHE



## Senator Frank A. Lausche

Handwriting analysts will be especially interested in the writing and doodles of Senator Frank J. Lausche, of Ohio. The strokes of his signature are picked up in the doodle and vice versa. Note the circle stop F in Frank, the J and the L in Lausche. Circles all.

Note the circles in the doodle. Again study the easy up-and-down strokes of the rest of the signature, then look to the remainder of the doodle. Up-and-down strokes. Both resemble the writing exercises of penmanship instruction given in grade school—circles and straight lines.

Senator Lausche is one who would rather act than talk, who would rather do than write. His doodles show that he is cooperative and considerate. They show that he has a mind of his own and won't be easily led away from his chosen path.

(Condensed from the new book, "Your Doodles and What They Mean to You", by Helen King, published by Fleet Publishing Corporation, Grand Central Terminal Building, New York City, Price \$3.95.)



## Promotions And Transfers

The Manufacturing division's Planning and Control department has been combined with the Purchasing department in line with a policy of organization simplification, according to a recent announcement made by Phelps Walker, director of manufacturing.

The new department is called Planning and Purchasing and is headed by Oliver C.



Oliver Sanders

Sanders, as director. Sanders, a 38-year veteran with Parker Pen, was formerly the company's purchasing agent. That position within the Planning and Purchasing department has been assigned to Orein De Lap. Joseph Wemstrom has been named to direct planning and scheduling activities in the new department.

Other areas of responsibility in the department have been assigned to Bruce Hubbell, as purchasing technician; and to Charles Heise, as methods analyst.

As Director of Planning and Purchasing,

Sanders will be responsible for analyzing sales forecasts, determining the requirements of direct materials and purchased parts, purchasing these materials, scheduling their delivery, receiving all materials, warehousing all materials and purchased parts, and scheduling materials and purchased parts to production.

Charles Zinsmaster, who has served as plant accountant since March of 1955, has been named budget director, replacing Howard Robinson, who has transferred to the International Management Staff as an assistant to G. Earl Best. Robinson was named to the post of budget director in November of 1957.

As budget director, Zinsmaster will prepare coordinated financial estimates for both departmental and total company programs. He will also be responsible for the development of procedures, guides and analyses to assist department and division heads in conducting operations within the established budget plan.

Replacing Zinsmaster as plant accountant is Marvin Barnes of the Manufacturing division.

## Anniversaries

On March 8, Mary Brovick, Metals, checked off her 30th year with Parker Pen as did Account Manager Eugene Oakley. Celebrating 35 years with the company in March was Albert Mueller, Automatics foreman.

Backtracking, 25th anniversaries were observed in January and February by Helen E. Murray, Metals; Julia Klukas, Final Assembly; Martha Sprecher, Final Assembly; Kendall Kumlien, Molding; and Susan Houghton, Plastic Fabrication, Frank Matthay, vice president and member of IMS, observed his 30th anniversary in January and in that same month Esther Clough, Final Assembly, and William Dabson, Molding, celebrated 35 years with the company. In February, Esther Krueger, Final Assembly, observed her 40th year.

## Abroad on a Budget

The people in these pictures are planning the fulfillment of a dream—and doing it on a budget! They are joining together to charter a plane which will take them for a three-week holiday to Europe.

Larry Peck, seen collecting a trip down payment from Mr. and Mrs. Kenneth Heland (Missus works in Gold Nib) is the chief organizer of the big flight.

Once in Europe, the 96 members of the group will see parts of England, Holland, Switzerland, France, Belgium (stopping at the big Brussels Fair), Germany and Italy, with optional extensions of the tour to Monaco and Lourdes.

In England a special motorcar journey has been planned to Newhaven where the tourists will bid hello to their English counterparts and see English-style pens be-



ing manufactured. And most are in for a surprise!

The Parker Duofold is a name from the past to U.S. pen buyers, but in England, the Duofold is still very much a reality—and a fine writing instrument as well! The Parker Pen Company, Ltd. manufactures a complete line of modern Duofolds (see cut) from the Duofold Maxima in the foreground, to the petite Lady Duofold with its distinctive hooded point.



# MILESTONES:

## Five Millionth T-Ball

On the very last day of February the five millionth T-Ball Jotter passed final inspection and was officially recorded in the inventory of finished goods at Arrow Park. Counting back to the first Parker Jotter which was made in 1954, this pen is number 20,560,000! (Additionally, Arrow Park has produced some 14,800,000 refills—2 million of them T-Ball.)

This milestone pen stands as a shiny credit to all of the people at Parker Pen whose conscientious effort and cooperation made it possible. The merit is shared by the members of Product Planning who developed and designed the Jotter, by the skilled technicians whose know-how prepared Arrow Park for its production, and, too, by all of those whose abilities and craftsmanship shaped its final form.

But importantly, also, this five millionth T-Ball Jotter is a physical representation of the vast quantities of machinery and tools which were necessary additions to facilities at Arrow Park.

Since 1954, an estimated \$1,200,000 has been spent in acquiring piece after piece of efficient, easily operated equipment and tooling from watch-precision automatic screw machines costing \$13,500 each to bench-sized punch presses with a cost of \$350 per copy. Without these tools, without this huge outlay of money, there would be no five millionth T-Ball, because there would be no Jotter.

## Fiftieth Year

Symbolic gold-writing T-Ball Jotters were presented to General Motors officials by Daniel Parker during the GM 50th Anniversary recognition sponsored recently by the Janesville Chamber of Commerce and The Parker Pen Company. The presentation was made at a special reception held before the banquet.



Three thousand, seven hundred and fifty fully assembled T-Ball Jotter caps pour off this assembly line each hour.

Following the banquet, at which Mr. Parker paid tribute to GM, he received a letter from GM's Harlow H. Curtice thanking him for his remarks.

"I sincerely hope that we can continue to deserve the high regard of all our neighbors in Janesville," Curtice wrote, "including The Parker Pen Company and its eloquent executive vice president."

"We recognize," the letter continued, "that an anniversary is not necessarily a symbol of progress. It may only mark the passage of time or serve as a reminder of old age. In General Motors, we look upon our Fiftieth Anniversary Year as a time of appraisal—an opportunity to assess the past and plan for the future in the knowledge that from the progress of the past comes the promise of the future."

## Foreign Sales Travelers Fly Far and Fast In Record-Making Business Trip Schedule

Long distance travel agendas are not new to The Parker Pen Company, renowned for its globe-girding business ventures. But the company's Foreign Sales Division has come up with a record-breaker! During the next six months export travelers will fan out around the world to 96 countries and will collectively travel more than 169,000 miles by air and span the globe twice before returning to home base in Janesville. That's the report of George Parker, director of the Foreign Sales Division.

This big six-month travel program was launched by the departure on Feb. 12 of Joseph Biety, foreign advertising manager, and David Salas, manager Latin-American section. The pair is visiting Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Ecuador, Peru, Chile and Bolivia.

Following close on their heels is George Ruppe, zone supervisor, who departed on March 2 for the Union of South Africa and Rhodesia, traveling via Europe and returning by way of Mozambique, Belgian Congo, Ghana, Liberia, French West Africa, French Guiana, Surinam, British Guiana and Trinidad.

Ed Boggs, Foreign Sales Manager, and Harold Pilny, sales representative, will form a two-man team leaving on April 13

for the Far East covering Wake, Guam, Philippines, Hongkong, Japan, Okinawa, Formosa, Indonesia, Laos, Cambodia, Vietnam, Singapore, Australia, Malaya and Thailand. From Bangkok Pilny will proceed to Ceylon, Aden, French Somaliland, Eritrea, Iran, Iraq, Lebanon, Syria, Jordan, Tunisia, Algeria, Tangier, Gibraltar and Portugal. Boggs will return from the Far East via Burma, Pakistan, India and Europe.

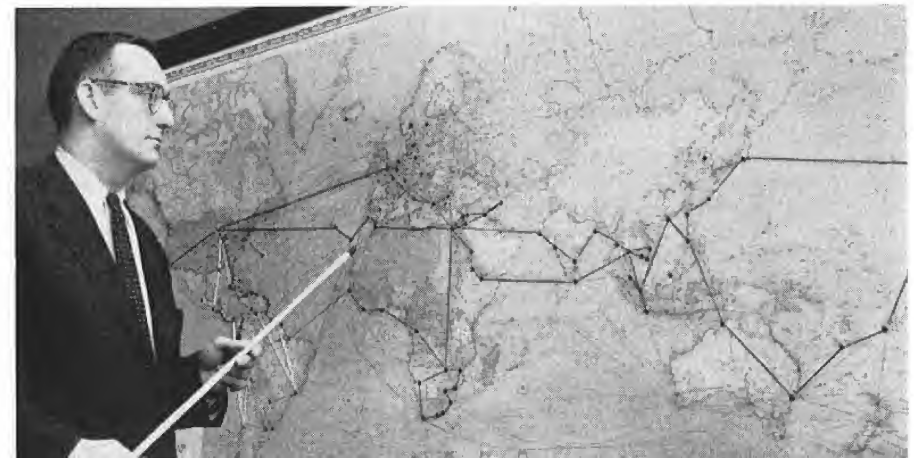
Meanwhile, Pilny left on March 1 for a short trip to the Caribbean and West Indies. He is visiting Cuba, Jamaica, Haiti, Dominican Republic, and Puerto Rico.

George Parker will be the last of the six-man group to go abroad, visiting Argentina, Brazil, Uruguay, Venezuela and Netherlands Antilles.

This six-month travel program, extensive as it is, says George Parker, will cover only the countries served by Janesville. It does not include the Parker companies in England and France, who have heavy travel schedules of their own in the Sterling and Franc areas.

Even Russia will not be slighted, as R. O. Pennington, president of The Parker Pen Company in Toronto, will be a member of a group of Canadian businessmen who will visit Moscow this summer.

Foreign Sales Director George Parker reviews record trips on map.



In a carefully framed archive behind Robert Pohlman, Eversharp service manager, is the product tradition of The Eversharp Pen Company, a history of writing from the company's earliest beginnings.



The company is directed by experts in their fields. Thomas Gavin, export manager, seen left giving some quick dictation, held the same post with The Parker Pen Company, Ltd., of Toronto.



C. G. (Mickey) Heath is six-foot-four big with a leprechaun's grin and a talent for organization. He's executive vice president and general manager of Eversharp Pen. Earle Miller, secretary-treasurer of the company and of a manufacturing subsidiary Kimberly Corporation, is more average in height but more than average in ability. Absent from this picture is George Eddy, marketing vice president of the firm. He was off somewhere on the map.



The impromptu conference among two or more employees is as familiar a sight in the Eversharp finance section as anywhere in any company.

## INSIDE EVERSHARP

The Eversharp Pen Company is a new neighbor in "The City of Good Neighbors," Arlington Heights. And its location in a converted masonry factory back of the tracks does not dull the atmosphere of enthusiasm and determination felt within.

Of the 40 persons who work at Parker Pen's newest subsidiary, two, a man and a woman, are each 30-year veterans of the pen business, always with Eversharp. But most employes are people living within a 10-mile radius of the company who are happy and eager to work this near their

homes, an unusual circumstance in this metropolitan area.

Though some still work at old, battered desks and keep their files in pasteboard boxes (while awaiting the special-order deep brown and tan office furniture on order) and the bright winter sun blazes harshly through yet unshaded windows, there is a vital yearning in this pen company, a "we'll show 'em attitude," a desire to build and grow. And the casual visitor can feel it and is encouraged by it, for it is sometimes a rare commodity.



## Pencil Skill

Joseph Mathews of Oakland, California, is a man nearing retirement age with some time on his hands. But "rather than fold my arms" as he puts it, he has picked up a pencil and begun doing portraits. One example of his artistic proficiency was sent



by him recently to Daniel Parker, executive vice president of Parker Pen (see cut). In appreciation, Mr. Parker wrapped up a bright new Parker 61 pen and pencil set and sent it off to Oakland. "I trust you will find the pen a constant source of writing pleasure," wrote Mr. Parker. "It is obvious that you can make more than ordinary use of the mechanical pencil."

In response to query: The man on the cover of our last issue is John Dyson, physical chemistry specialist.

Miss Glenda Bates, a Penette of 1957, obtained a marriage license on St. Valentine's Day—and got it free for being first in line.



In the last Party Line column, someone asked if doughnuts could be put in the "roll machines". In response, doughnuts were packaged two-to-a-bag and placed in the machines each day for a week. On the last day, hardly a single doughnut was sold on any floor! Experiment unsuccessful.

## Buck Fever

There are a good many people on (second) floor who, by not attending the "Xmas Party" or "Annual Picnic" never derive any benefit from the (candy) fund, tho some of these same employes may be the biggest contributors. Why not open up the purse strings and give each \$1.00. If they care to attend the Xmas party they can do so, and if not, they can buy themselves a great big double banana split.

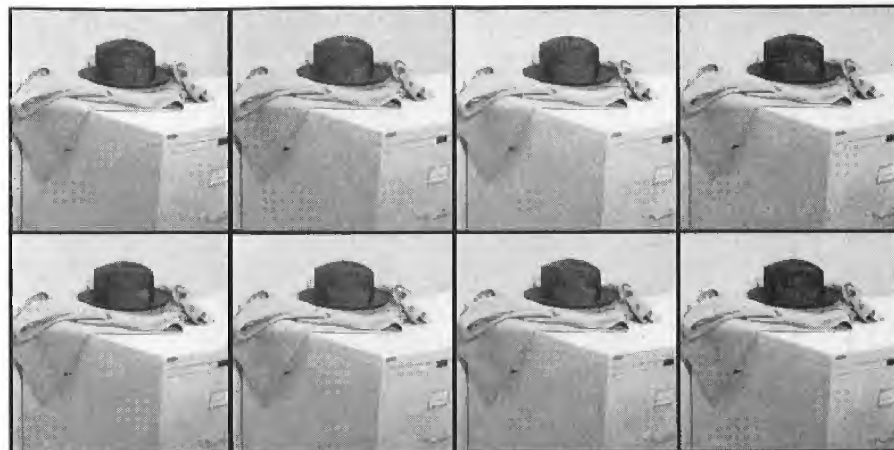
Unsigned

Reply: The candy fund is intended for such things as Christmas party, annual picnic, illness of employe, death in immediate family, and termination. The candy fund is not intended to be used for paying a dividend nor is it intended to be a cooperative.

The vending machines take up a great deal of space in the office, and although in some departments we are really pressed for room, the company feels that having these items available is a convenience for the employe.

As mentioned, the profits are used for many worthwhile causes. Although an individual did not attend a party or picnic during the year, it might be she received flowers either for herself or members of her immediate family. On the other hand, the person attending the party or picnic received only the benefits allocated to the party and possibly nothing more. All in all, the benefits from the candy fund evens itself up as time goes on.

## Symbolic Hat and Coat



A hat and coat flung across a filing cabinet signal the presence in Parker Pen's halls of Carl Priest, long-time Parkerite from San Francisco. Some time ago, during one of his frequent visits, Mr. Priest's habit of coat dropping inspired a poem. The poem inspired a picture and the two were offered anonymously to the San Francisco gentleman. Here was the poem:

Lonely hat and crumpled coat,  
How sad it is to see  
Such articles of apparel  
Abandoned without lee.  
Crumpled coat, lonely hat,  
What song would you have sung?  
An ode of melancholy?  
Dirge? Or lamentation?  
To those who would compose,  
Dwell not on somber note.  
For joyous song is offered  
By the hat and tan topcoat.  
'Tis a sign, this tan topcoat,  
And its friend the deep blue hat,  
That the man from San Francisco  
Has crossed our welcome mat.

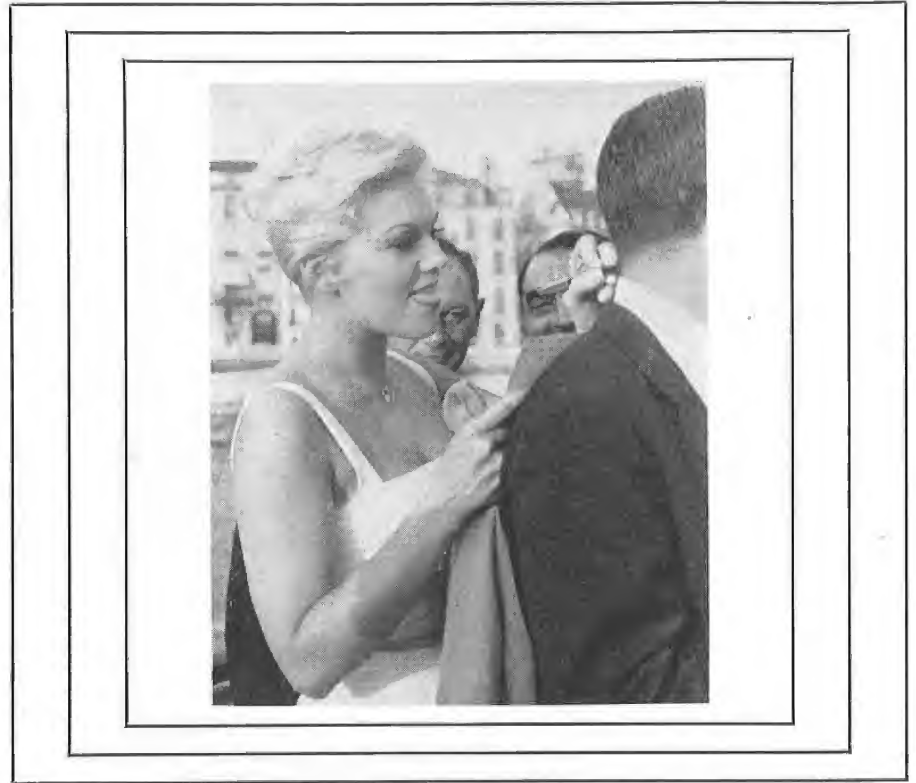
As poems have a habit of doing, this one inspired another. Submitted anonymously

also, but suspiciously containing the pronoun "my", it reads as follows:

If my dark blue hat and crumpled coat,  
That photographed so well,  
Ever spoke, by some magic stroke,  
They'd have a tale to tell.  
'Tis true, to see a hat and coat  
Just tossed a'top a file . . .  
You don't know whether to sigh a sigh  
Or smile a great big smile.  
Yes, I'm the blue hat . . . meet my friend,  
tan coat,  
We've traveled many a mile  
And, admit we do, when our travels are  
through  
We're tossed on any old file.  
But we're not complainin' . . . don't get us  
wrong,  
You'd be very much mistaken,  
'Cause we're both so proud . . . we could  
sing out loud,  
We've had our picture taken!  
But we're not vain and we know that our  
fame  
Is not 'cause we're a coat and hat,  
It's simple because we belong to that man  
Who LOVES your Welcome Mat!!







Paris is a place, so Americans say, where inhibitions are left on the plane which brought you and you do things you would not ordinarily do. If any picture is proof of this belief, then this picture is. For it is surely not commonplace for actress Kim Novak to be asked to autograph the back of a Frenchman's neck. And, come to think of it, it's not very normal for a man to turn his back on such a pulchritudinous female.

